

Lee DeGross Appn. Number 10/022,627 Exam. Group/Art Unit 2173 Amnt. A contd.

CLAIMS: Please amend the claims according to the status designations in the following list, which contains all claims that were ever in the application, with the text of all active claims.

1. (ORIGINAL) A first means for blocking and revealing internet advertising comprising:

- (a) a second means for placing an image or images of a blocking nature of sufficient size to substantially conceal an internet advertising space,
- (b) a third means for using a selection method to choose and make the blocking image or images disappear and reveal said internet advertising,

whereby a human can view and hear said internet advertising only if said human wants by using said selection method.

2.-6. (CANCELED)

7. (NEW) The internet advertising of Claim 1, further including an internet network with internet/television hybrids for blocking and revealing said internet advertising.

8. (NEW) The selection method of Claim 1, further including a keys method to choose and make said blocking image or images disappear.

9. (NEW) A device for superimposing a non-advertising illustration over an internet advertisement includes:

- (a) a means for said non-advertising illustration of said device to go into action and remove itself when selected by a person,
- (b) so that said internet advertisement is exposed and able to convey its contents to said person,

whereby said person, without taking any action, is shielded from said internet advertisement by said non-advertising illustration, and

whereby said internet advertisement is shown only if said person wishes to by selecting said non-advertising illustration.

10. (NEW) The device of Claim 9, further including an internet network with internet/television hybrids.
11. (NEW) The selecting of Claim 9, further including a keys system.
12. (NEW) The non-advertising illustration of Claim 9, further including animation.
13. (NEW) The device of Claim 9, further including an internet advertising for superimposing over said internet advertisement.
14. (NEW) The internet advertisement of Claim 9, further including said non-advertising Illustration of said device to remove itself after a predetermined time.
15. (NEW) The device of Claim 9, further including further including said non-advertising illustration, said internet advertisement, said device for superimposing said non-advertising illustration over said internet advertisement, said non-advertising illustration to go into action and remove itself when selected by said person, said internet advertisement is exposed and able to convey said contents, said person without taking any action is shielded from said internet advertisement by said non-advertising illustration, said internet advertisement is shown only if said person wishes to by selecting said non-advertising illustration, an internet network with internet/television hybrids, a keys system, said non-advertising illustration includes animation, an internet advertising for superimposing over said internet advertisement, and said non-advertising illustration of said device to remove itself after a predetermined time.
16. (NEW) The images or images of Claim 1, further including a digital video of said blocking nature of sufficient size to substantially conceal said internet advertising

space.

17. (NEW) The second means of Claim 1, wherein said image or images is made of an internet advertisement of said blocking nature to substantially conceal said internet advertising space.
18. (NEW) The internet advertising of Claim 1, further including said internet advertising that is revealed after a predetermined time.
19. (NEW) The first means of Claim 1, further including said blocking and revealing said internet advertising, said image or images of said blocking nature, said internet advertising, said second means to substantially conceal said internet advertising, said selection method to choose and make said blocking image or images disappear, said third means to reveal said internet advertising, said human can view and hear said internet advertising only if said human wants, an internet network with internet/television hybrids for blocking and revealing said internet advertising, a keys method to choose and make said blocking image or images disappear, a digital video of said blocking nature of sufficient size to substantially conceal said internet advertising space, said image or images is made of an internet advertisement of said blocking nature to substantially conceal said internet advertising space, and said internet advertising that is revealed after a predetermined time.